

DEPARTMENT OF ALCOHOL AND DRUG PROGRAMS

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February 9, 2007

ADDENDUM 2

TO

**STATE OF CALIFORNIA
DEPARTMENT OF ALCOHOL AND DRUG PROGRAMS**

REQUEST FOR PROPOSALS

ADP-RFP-06-5

**CALIFORNIA METHAMPHETAMINE INITIATIVE
PUBLIC EDUCATION CAMPAIGN**

Thank you for your interest in RFP-ADP-06-5. The Department of Alcohol and Drug Programs (ADP) is amending the following sections in the RFP (deletions are shown as strikeouts, and additions are underlined):

Page 5 of 74, Section E.4., Contract Period, is amended with the following addition:

4. The method of payment to the Contractor will be cost reimbursement. The cost reimbursement method of payment reimburses the Contractor no more frequently than monthly, in arrears, in accordance with the budget for actual expenditures incurred. An amount equal to 10 percent of each payment will be withheld as a final payment. The amount paid to the Contractor for media buys will not be subject to the 10 percent withhold, if the media buy is paid by the Contractor in advance. Media buys must be submitted on a separate invoice. No more than 90 percent of the contract amount will be paid prior to receipt of the required final report.

Page 13 of 74, Section C.1.a) Executive Summary, Service Capability, is amended by the following deletion:

**a) Executive Summary (30 points)
(10 pages maximum)**

Service Capability: Describe how your agency will provide services, including, but not limited to account service, creative development, market research, evaluation, media planning/buying, production, ~~promotion, outreach, publicity,~~ and expert advice on key trends and issues in advertising and/or public relations.



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<http://www.flexyourpower.ca.gov>

Page 18 of 74, 4. Proposed Budget for Advertising is amended with the following additions:

4. Proposed Budget (Scoring: 60 points possible)

The cost proposal allows agencies to propose the distribution of funds for the campaign component based on a total budget of \$7 million for advertising. Proposals must be fully supported by cost and pricing data adequate to justify the bid amount. The proposed Budget in the Technical Proposal must show costs as percentages and not dollar amounts. Use the Sample Budget Format, **Attachment F, Advertising, as amended.** Amended Sample Budget Format, Attachment F, Advertising, is attached hereto. The proposed budget will be evaluated based on cost-efficacy, cost competitiveness, and best value for services.

Page 28 of 74, 4. Proposed Budget for Public Relations is amended with the following additions

4. Proposed Budget (Scoring: 60 points possible)

The cost proposal allows agencies to propose the distribution of funds for the campaign component based on a total budget of \$2.45 million for public relations. Proposals must be fully supported by cost and pricing data adequate to justify the bid amount. The proposed Budget in the Technical Proposal must show costs as percentages and not dollar amounts. Use the Sample Budget Format, **Attachment G, Public Relations, as amended.** Amended Sample Budget Format, Attachment G, Public Relations, is attached hereto. The proposed budget will be evaluated based on cost-efficacy, cost competitiveness, and best value for services.

Page 56 of 74, Attachment E, Conflict of Interest Certification, Section H, is modified with the following deletion:

H. ADP's determination of a suspected or potential conflict of interest will be based on all of the Contractor's/Proposer's business affiliations and contractual relationships. ~~If the Proposer or any of its subsidiaries or its parent company is in any way connected to, and/or involved with, and/or engaged in the exchange of information with a company involved in, or company with a subsidiary involved in, the production, distribution, or marketing of licit drugs or alcohol products, the Proposer will be deemed to have a potential conflict of interest.~~ If the Proposer has a suspected or potential conflict of interest, the Proposer shall attach to this form a description of the relationship, a plan for ensuring that such a relationship will not adversely affect ADP, and procedures to guard against the existence of an actual conflict of interest.

ADENDUM 2
February 9, 2007
Page 2

Questions regarding "Addendum 2" can be e-mailed to: Margret Davis at mdavis@adp.ca.gov or Barbara Norton at bnorton@adp.ca.gov.